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Friendly Guide-Book to PHILADELPHIA



JOHN WANAMAKER

1917

PHILADELPHIA

A GUIDE

Made for the Convenience of People
Interested in the City's Notable
History and Present Achievements



PUBLISHED BY

John Wanamaker

PHILADELPHIA

1917

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When William Penn left England to found his Colony, this is the type of ship he sailed in. No drawing exists of Penn's actual ship, the "Welcome." But this quaint Dutch drawing, of contemporary date, shows a vessel of the same build and tonnage as the "Welcome."

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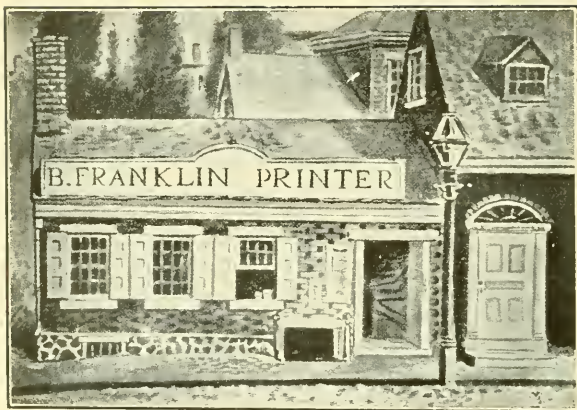
EARLY PHILADELPHIA AND ITS PLACE IN AMERICAN HISTORY

“I WILL found a free colony for all mankind”—this was the idea that led Penn and the English Quakers to establish the colony called Pennsylvania. For many years imprisonment and exile had been the lot of this sect, but their zeal was strong, and their young leader William Penn was resolute and resourceful. In 1680, through his efforts, King Charles II granted to them a vast tract of land along the Delaware River, the grant canceling a great debt which the English Crown owed the Penn family.

Soon after the charter was signed Penn issued an invitation to his people, urging them to seek religious freedom and giving a glowing account of the new country that was theirs. During the summer of 1681 three shiploads of emigrants sailed for the new colony, and a deputy governor was sent out.



The first brick house in Philadelphia, built in 1682. Deeded by William Penn to his daughter Letitia. It stood originally on Letitia Street, a short distance south of Market, but was subsequently moved out to Fairmount Park.



The Print Shop of Benjamin Franklin, Printer, Journalist, Scientist, Diplomat, Statesman and Philosopher, as it looked nearly two centuries ago when it stood in Second Street near Christ Church.

This governor carried instructions from Penn to deal justly with all the people—the new English colonists and the Swedes, Dutch and Indians already there—and to make a treaty of friendship with the Indians. Penn himself was not ready to go to America until the next year; by that time his plan of government was framed.

Characteristic of him was the way he took charge of his colony—with entire absence of ceremony and ostentation. Simplicity, directness, friendliness and a very honest piety marked the beginnings of this State and city. Penn's treaty with the Indians is famous, a simple statement of mutual faith and good will, which was not sworn to, nor ever recorded, but which neither white man nor Indian broke during the seventy odd years that the Friends controlled the colony of Pennsylvania.

IN February, 1683, the capital, Philadelphia, was founded; in 1701 it was granted its charter by Penn, and was soon a flourishing town. The colony grew prosperous under its democratic and representative government, and continued under the control of Penn's heirs or deputies until 1779, when their claims to soil and jurisdiction were purchased by the Pennsylvania legislature.



Grave of Benjamin Franklin and his Wife, in Christ Church Cemetery, Southeast Corner of Fifth and Arch Streets.

CARPENTERS' HALL



Carpenters' Hall, at the head of a court running south from Chestnut Street between Third and Fourth, is hardly less interesting to the patriotic American than Independence Hall. Here the First Continental Congress met in 1774 to frame those measures which led to the Declaration of Independence. It is open to visitors.

DURING the middle of the eighteenth century the greatest figure in the life of the Quaker town was Benjamin Franklin. Born in Boston in 1706, the young printer came to Philadelphia when seventeen, and by 1730 was married, established as a stationer and newspaper printer, and exercising considerable influence on public opinion. His subsequent services are thus characterized by one historian:

"Penn had founded a Quaker commonwealth. Franklin undertook to divest it of its sectarian garments, to modernize it, to give it a place in contemporary politics, history, science and art. He made war on the proprietary government and pulled it down; he united Quakers, churchmen, and German and Irish settlers in opposition to British pretensions and in sympathy with American ideals and principles. Without enthusiasm, without idealism, without morality, without great command over or respect from men, he made Pennsylvania the foremost American colony at the outbreak of the Revolution by being himself the best public business man who ever lived."

From 1736 onward Franklin was in public life in various capacities until 1764, when he left for England, not to return until the eve of the Revolution; and the rest of his history belongs rather to the nation than to Philadelphia.

THE history of the city during the middle of the century is chiefly a record of the growth of institutions—learned societies, sects and churches, hospitals and prisons, clubs and educational institutions. It was during this time that Philadelphia's industries and manufactures had their birth. And the story of the Quaker City during the Revolution is so nearly a history of the Revolution itself as to need little retelling.

Nowhere were England's colonial subjects more loyal than in Pennsylvania, and nowhere did that loyalty die harder, nor with better reason. The hardships entailed by the Stamp Act of 1765 fell heavily on this colony; remonstrances were passed, and, in common with the other colonies, Pennsylvania refused to buy imported and dutiable commodities. The leaders of the people then, besides Franklin, were Dickinson, Willing, Morris, Thomson, Mifflin, Reed, Wharton, Hopkinson and others whose names are now familiar to all Philadelphians.

The growing wrath of Pennsylvania toward the mother country was fanned to bitter fury by the treatment of Franklin in England at the hands of the Privy Council in 1774—their most distinguished and venerable citizen was attacked in a coarse and brutal examination, which his countrymen rightly regarded as outrageous.

Liberty Bell, cast in 1752 for the Pennsylvania State House, bearing the inscription, "Proclaim Liberty Throughout the Land." Its joyful notes did indeed proclaim liberty when it rang forth to announce to Philadelphians that within the State House the Independence of the Colonies had been declared.



State House, usually called Independence Hall, on Chestnut Street between Fifth and Sixth Streets, facing Independence Square. This is the birthplace of American Liberty, for in a room here the delegates from the American Colonies met and issued the Declaration of Independence. Passed on July 4, 1776, it was publicly proclaimed from a platform in the Square on July 8. In the main corridor the Liberty Bell, shown above, is carefully preserved. The last time it was rung was in 1835, in memory of Chief Justice Marshall.

OLD CHRIST CHURCH



Christ Church, on Second Street, north of Market, is closely connected with the history of Philadelphia. It was erected in 1727 to replace a one-story structure which had occupied the site since 1695. President Washington and President Adams each had a pew here, and here Benjamin Franklin and Henry Clay worshiped. The Church is open from 9 to 3 daily except Saturday, and contains many interesting memorials.



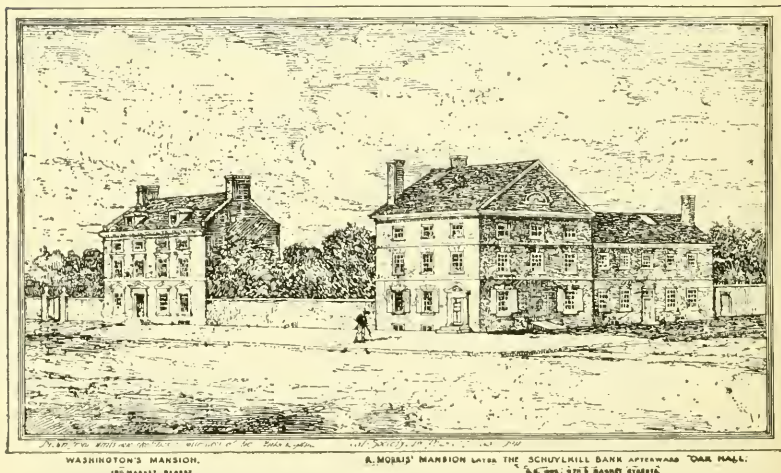
"Gloria Dei" Church, known as "Old Swedes," is the oldest church in Philadelphia, dating from 1698. The bell in the tower was cast in 1643. The church is in Swanson Street below Christian, and is reached by the Second Street cars.

THE first formal convention to assert colonial rights was called in Carpenters' Hall on July 15, 1774, and the first Continental Congress met there September 4, with delegates from all the provinces. The work done by those men—Peyton Randolph, Patrick Henry, George Washington, Richard Henry Lee, Samuel and John Adams, John Jay, Gadsden, Rutledge and the others—belongs to the history of the world. This congress made the last appeal to Great Britain before resorting to arms. Its second session was held in May, 1775, and by this time the news of Lexington had reached the city.

The time for organization and drill had come. The Philadelphia troops were reviewed by General Washington on June 20. Franklin returned from England early in May, was elected delegate to the Congress, and set about his work in the Committee of Safety of Pennsylvania. The War was fairly begun, and by the beginning of 1776 it was assumed that independence from the mother country would shortly be declared. One by one the colonies resolved on separation and confederation.

Resolutions in the Virginia Convention in May were carried to Congress in June; and on June 7 Richard Henry Lee, seconded by John Adams, offered the resolution "That these united colonies are, and of right ought to be, free and independent States; that they are absolved from all allegiance to the British Crown, and that all political connection between them and the State of Great Britain is, and ought to be, totally dissolved."

In this tiny house, on Arch Street near Third, lived Betsy Ross, who was employed by Washington in May, 1776, to make the sample flag with thirteen stripes and thirteen stars which was adopted as our National flag by resolution of Congress, June 14, 1777. Open daily from 9 to 5.30.



On the left, Lord Howe's mansion during the British occupation, later President Washington's residence. On the right, the house of Robert Morris, financier of the Revolution. These stood at the corner of Sixth and High (Market) Streets.

So radical and daring a step was not taken without debate, for many still hoped for reconciliation. Pennsylvania was the battle-ground of conflicting opinions. But the Declaration was being drafted and was to be acted on in the July meeting of Congress. The Lee resolution was adopted July 2, behind closed doors, and on July 4 the Declaration of Independence was passed.



Congress Hall, at Sixth and Chestnut Streets, built in 1790, and occupied by the National Congress until 1800. Here both Washington and John Adams were inaugurated. On October 25, 1913, restored, and re-dedicated by President Woodrow Wilson.

THESE memorable proceedings took place in the State House, now known as Independence Hall. Here hung the bell that pealed forth the tidings—the “Liberty Bell,” which is still to be seen in the State House—and in the yard, now called Independence Square, the Declaration was publicly read on July 8.

This historical masterpiece was drafted by Thomas Jefferson in his lodgings at the southwest corner of Seventh and High (now Market) Streets; the house stood until 1883. Much of the activity of the War centered around Philadelphia. “The capital of the infant nation, the great depot of supplies for the army, the theatre of important movements and events, she played an imposing rôle in the great drama of the Revolution.” With the successful conclusion of the struggle came the first steps in building the new nation. Here, too, Philadelphia was the centre of interest.

IN the summer of 1787 came the framing of the Federal Constitution in the State House. In May, General Washington was elected President by the delegates representing twelve States. Efforts were made to induce the new government to make Philadelphia its capital. Congress, meeting in New York in July, 1790, designated the District of Columbia as the permanent capital, but provided that for ten years the seat of government should be Philadelphia; and Congress and the executive officers of the government took quarters there the following winter. The residences and offices of President Washington and his associates were nearly all located between High (Market) and Spruce, and Front and Eighth. Later a permanent residence was built for the President.

With the establishment of the Federal Government in the Quaker City, the story of Old Philadelphia may be said to close.



View up Broad Street from Spruce Street, Showing City Hall in the Distance.

MODERN PHILADELPHIA

EVERYBODY who has ever lived in Philadelphia for any time comes to realize that the city has a distinctive character of her own. True, it is not now so pervasively apparent as it was even a few decades ago, for old landmarks are going, and characteristic streets are gradually assuming a changed and modern air. This is not entirely to be regretted, for modern urban architecture is adding many buildings of which the city may well be proud. Moreover, what is really good, or historically interesting, will always be carefully preserved.

This city was planned and built by the Friends, or Quakers as they are often called, and their temperament is reflected in the very topography and architecture of those streets which now remain most like those of William Penn's day—straight, regular, sober, prim and uniform. Long rows of red brick fronts, each one relieved by white marble steps and coping; each with its long, high parlor, dim hall, and staircase leading to the half-story above the back of the house—this is the way Chestnut and Walnut, Spruce and Pine Streets used to look. Chestnut and Walnut Streets are now built up with shops and office buildings well out toward the Schuylkill; the other streets keep a good deal of the old aspect—the comfortable, prosperous, homelike look which gave Philadelphia the name of the City of Homes.

GERMANTOWN and Chestnut Hill, now parts of the city, were once outlying villages, settled mainly by Germans, and in many places there are still charming reminiscences of the older life. Some of the finest Colonial doorways in the country grace old houses there; and its quiet, dignified and beautiful ancestral homes form one of the chief attractions of Chestnut Hill. The other suburban places near Philadelphia—north along the Reading Railroad and the Pennsylvania line to New York, west along the Pennsylvania "Main Line," and south toward Wilmington—are probably the most beautiful suburbs in America, abounding in large and magnificent country estates. The city is the social and business centre for all of these, the excellent train service making it possible for the business man to come in to town daily.

Philadelphia has a strong claim to the love and loyalty of the people who live here, and to the admiration of all who come to visit. It lies not alone in her historical prestige; for her contributions to the life of the nation did not end with the events told in the first part of this book. Ever since the founding of the city, great men and women, and great works, have called Philadelphia their home.



PHILADELPHIA CITY BUILDINGS

City Hall occupies Penn Square at the intersection of Broad and Market Streets. As its tower is 550 feet high, it is one of the tallest public buildings in the world. Around the head of the statue of William Penn, surmounting the tower, is a circle of lights which are visible over thirty miles at night and which are extinguished every night at exactly three minutes before 9, and lighted again at 9 so that people at a distance may set their clocks.

IN letters we associate with this city the names of Dr. S. Weir Mitchell, Agnes Repplier, Owen Wister, Horace Howard Furness, John Luther Long and Rebecca Harding Davis—to go no further back than the last few decades. Among notable artists who belong to Philadelphia, there are Violet Oakley, Elizabeth Shippen Green, Jessie Willcox Smith, Cecilia Beaux, Alice Barber Stephens, Joseph Pennell, Thomas Anshutz, Hugh Breckenridge, Mary Cassatt, the sculptor Charles Grafty, and many others whose genius, joined with their training at the Pennsylvania Academy of the Fine Arts, has won them national fame. The world of music has had many well-known Philadelphia representatives. Physicians all over the land know how much this city has contributed to the annals of medicine, surgery, medical schools, and hospitals for the sick and the insane. In finance, the house of Drexel is the oldest great banking house in the country. The world of retail trade recognizes that in Philadelphia there is the largest and finest mercantile establishment in the world—the Wanamaker Store. Some of the most notable names connected with great railroad interests have been Philadelphians at the head of the Pennsylvania Railroad. The educational institutions of the city, especially the technical, industrial and art schools, have been famous for generations. Industrially, Philadelphia is the first city in America. Indeed, there is scarcely a department of human progress in which Philadelphia has not taken a foremost or a distinguished place.

It would require a much larger book than this to direct the visitor to all the attractions in the city which might interest him. Here only a part of them can be described, and the routes suggested by which they may be reached.

THE regular plan of the city streets makes the visitor's task easy. He who gets lost in Boston or New York has little trouble here, although the city is twenty-two miles long and nearly six miles wide. With but little variation, Philadelphia is laid out like a huge chess-board between the Delaware River on the east and the Schuylkill on the west, the streets that run across the town between the rivers being named, and those that run north and south being numbered. First or Front Street is nearest the Delaware, Twenty-third is at the Schuylkill, and the numbered streets continue over in West Philadelphia as far out as the seventies. The fourteenth is called Broad Street, and is the main axis north and south. Market Street runs across the numbered streets and is popularly thought of as the middle line of the city.

Houses are numbered north and south from Market, and westward from Front Street, every new block beginning a new hundred; the odd numbers are on the north side. Thus 307 Walnut Street is between Third and Fourth on Walnut, north side; 2100 Pine is the southwest corner of Pine and Twenty-first Streets. The numbers north and south of Market on the numbered streets are not so easy to locate until one knows where



THE UNITED STATES MINT

at Seventeenth and Spring Garden Streets, is a most interesting place to visit. It is a comparatively new building, with three times the capacity of the one it superseded, which stood on Chestnut Street between Juniper and Broad. The present structure cost nearly two and a half millions. Visitors are admitted daily except Sunday, from 9 to 3, and are taken over the building by guides who explain the interesting processes of coining money.

the named streets come and new hundreds begin. The list of principal streets given on page 42 will aid the stranger. Square-lengths are about the same in either direction—ten squares across, or eight up and down, being a mile. The trolley lines were rerouted not long ago, with a view to improving the service in both city and suburbs. With few exceptions, the cars run in only one direction on each street. Most of the suburbs can be reached by trolley. Fuller information about out-of-town trips will be found on pages 40 and 41 of this Guide.

The three railroad stations at which strangers may arrive are Broad Street Station (the Pennsylvania Railroad Terminal), the Reading Terminal Station, and the Baltimore and Ohio Railroad Station. The first two are in the centre of the city; the third is only a few blocks from it and is passed by several of the principal trolley lines. The centre of the city, where Broad and Market Streets intersect, was formerly called Center Square, and when Philadelphia was a small town a mile east on the bank of the Delaware River it was country; and then later it was a hitching-place for farmers' horses. The town moved westward slowly. In 1876 one young Philadelphia merchant realized that the centre of the city would not long stay near the Delaware, and he bought the ground at the corner of Market and Thirteenth, then occupied by the freight station of the Pennsylvania Railroad, and put his store there. And now the

Wanamaker Store (shown on page 25) is in the very heart of the city, and the square, now called Penn Square, is occupied by the City Buildings (shown on page 14).

Grouped in the neighborhood of City Hall are some of the most noteworthy of Philadelphia structures:

Broad Street Station, corner of Penn Square and West Market Street.
Masonic Temple, corner of Broad and Filbert.

Real Estate Trust Company, southeast corner of Broad and Chestnut.

Land Title and Trust Company, southwest corner of Broad and Chestnut.

Girard Trust Company, northwest corner of Broad and Chestnut.

North American Building, corner of Broad and Sansom.

Widener Building, Chestnut at Juniper.

Hotel Adelphia, Chestnut, near Thirteenth.

Wanamaker Store, between Market and Chestnut, Thirteenth and Juniper.

Farther down Broad Street are many other interesting buildings of which descriptions and photographs are given in the following pages.



Girard Trust Company, at the northwest corner of Broad and Chestnut Streets. One of the most beautiful and harmonious pieces of architecture in the city.

RITZ-CARLTON HOTEL

At the corner of Broad and Walnut Streets. This is one of Philadelphia's finest hotels, and is unsurpassed in the beauty of its design and finish. The general treatment is in the style of the Adam period. The Palm Room and the various dining rooms are harmonious and admirable examples of artistic interior decoration.



BELLEVUE- STRATFORD HOTEL

Another famous hotel, one of the largest in the world. Its ornate ball room is the scene of some of the most costly and gay balls of the society season, and it has entertained many celebrated visitors. The roof garden is an unusually attractive spot.



HOTELS AND RESTAURANTS

THE stranger's first—and very practical—concern is where to sleep and where to eat. This is traditionally a city of homes, but there is no lack of excellent hotels and comfortable boarding places near the centre of town. Below is pictured the new *Adelphia* (next to the Wanamaker Store, on Chestnut Street). On the opposite page are shown the *Bellevue-Stratford* and the *Ritz-Carlton*. Besides these there are the *Hotel Walton* (corner of Broad and Locust), the *Stenton* just below it, the *St. James* (corner of Thirteenth and Walnut), the *Continental* (corner of Chestnut and Ninth), *Green's* (Chestnut and Eighth), the *Vendig* (Thirteenth and Filbert), the *Windsor* (1217 Filbert), the *Rittenhouse* (Chestnut and Twenty-second), the *Colonnade* (corner of Chestnut and Fifteenth) and the *Bingham* (Market and Eleventh). The last three offer both the American and the European plans; the others are on the European plan.

Those who are about the city during the day should take advantage of the delightful and convenient lunching places in the Wanamaker Store:

Great Crystal Tea Room on the Eighth Floor serves breakfast, luncheon and afternoon tea, à la carte.

Wanamaker Dairy, The Gallery. A la carte and table d'hôte.

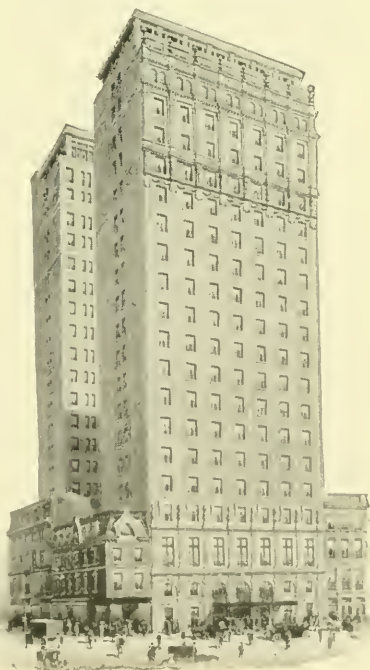
Wanamaker Soda Fountain Lunch, in the Down Stairs Store.

Many will enjoy going—in the Summer time—to the various roof gardens. The most attractive places are the *Adelphia* (Chestnut and Thirteenth), the *Continental Roof Garden* (Ninth and Chestnut), the *Bingham Hotel* (Eleventh and Market), and the *Bellevue-Stratford Roof Garden*, which is open all the year.

The *Young Men's Christian Association*, on Arch Street, just above Broad, is one of the most notable of its kind in the country, and offers many advantages to young men coming to the city to visit or to live permanently. The *Young Women's Christian Association*, on Arch Street, at Eighteenth, is similarly central, well managed and helpful to women and girls traveling or living in this city.

On the right is shown the imposing "Adelphia," which Philadelphians regard as one of their two or three most beautiful hotels—opened not long ago and rather remarkable in the perfection of its service and furnishings.

HOTEL ADELPHIA



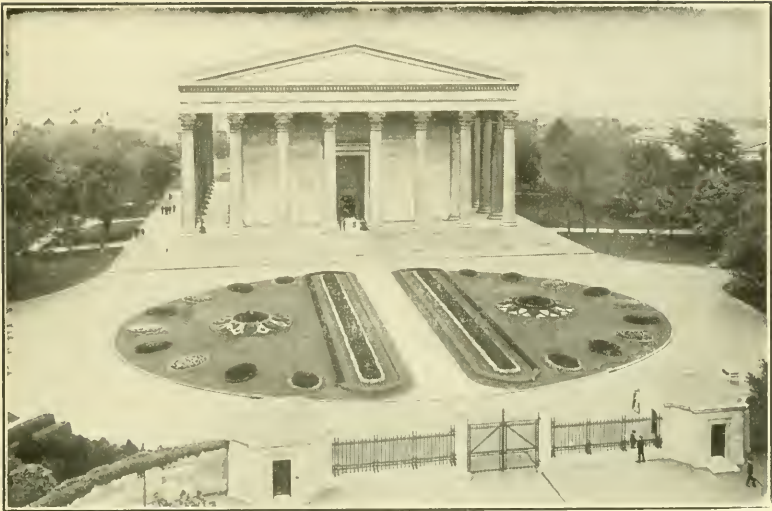
EDUCATIONAL INSTITUTIONS



Philadelphia Central High School, at Broad and Green Streets.

IN the notable excellence of her educational institutions, both private and public, Philadelphia has scarcely a rival among American cities. There are 313 public schools, among them some large and fine high schools, with annexes, for girls, for boys, and manual training for boys; in some of these the standards are so high and the courses so extensive that academic degrees are granted. Of collegiate institutions in or near Philadelphia the best known are the University of Pennsylvania, Swarthmore College, Bryn Mawr College, Haverford College and Villa Nova. Among the famous special schools are Jefferson Medical College and Hahnemann Medical College; and there are other technical, industrial, theological and commercial schools, too numerous to mention.

The University of Pennsylvania, lying beyond Thirty-fourth and Walnut Streets in West Philadelphia, is an object of great pride to all Philadelphians, and of the most intense loyalty from its graduates. These number over 35,000—a record exceeded only by Harvard. It was founded in 1740 by a group of men of whom Franklin was leader, and the plans were characterized by a remarkable liberality in breaking away from traditions of classical education toward modern languages and practical, non-sectarian instruction. It has grown wonderfully, and now stands among the first American colleges. Its departmental schools—of medicine, dentistry, engineering, finance, law and science—occupy several of the seventy-one University buildings; and its dormitories are unusually beautiful.



Girard College, Ridge and Girard Avenues; a remarkable institution founded by the will of a wealthy Philadelphia citizen, Stephen Girard, in 1831, for the support and education of poor orphan boys. This is the original and central building. There are several others. Open to visitors daily except Sunday.



Quadrangle of the University of Pennsylvania Dormitories. Of such beautiful residence buildings as these the University has thirty.

DREXEL Institute, at the corner of Thirty-second and Chestnut Streets, deserves mention as a technical and industrial school of national fame. Founded by Philadelphia's noted banker, Anthony J. Drexel, with the advice of George W. Childs, an equally illustrious citizen, it has trained many young men and women to professional or practical usefulness. It gives undergraduate instruction to men and women of college grade in three schools: the Engineering School, the School of Domestic Science and Arts, and the Secretarial School. The courses in the day school are made up of a senior college course of four years and a junior college course of two years; there are also evening and extension courses. It offers frequent free lectures, concerts and organ recitals.

LIBRARIES IN PHILADELPHIA

Philadelphia Free Library, Thirteenth and Locust Streets—a large, complete public library, circulating, with many branches.

Philadelphia Library, corner of Locust and Juniper Streets—a subscription library, its use open to anyone on payment of a fee. Contains a very fine historical collection, and many rare and curious books.

Mercantile Library, 18 South Tenth Street—one of the best known libraries in the United States. The association contains about 3,000 members, who are entitled to take out books; the reading rooms are free to the public.

Apprentices' Library, Broad and Brandywine, opposite the Central High School. A very old library, free to the public.



The "Union League," Philadelphia's most distinguished social and political club. Old Building on Broad Street and New Building on Fifteenth Street.

THE WANAMAKER STORE

IF the judgment of many critics is to be trusted, it is safe to say that no single building has added so much to the fame of Modern Philadelphia as the great Wanamaker House of Business, in the centre of the city, bounded by City Hall Square, Market Street, Thirteenth Street, Chestnut and Juniper Streets. Considered commercially, it is the greatest retail store in the world, in point of its actual bulk of annual business as well as in the unapproachable quality of its merchandise and service and the character of its patronage. Architecturally and artistically, it has won the admiration not only of all Philadelphians, but of visitors from all over the world. And by business men throughout the country, its founder is regarded as the foremost American merchant.

The Wanamaker business dates back more than fifty years, and had its beginnings at the corner of Sixth and Market Streets, where once stood the Robert Morris house shown on page 10. "Oak Hall" was the name of the little clothing store which occupied that site in 1861, and there John Wanamaker started business life with a set of principles which no one then had ever heard of—almost every one then scoffed at—and all the world accepts now as matters of course in retail trade.

One price, fixed, plainly marked, and not to be changed by argument or friendship; only trustworthy goods, labeled truthfully; to sell as "wool" only what is genuinely all-wool, and to mark mixtures as such; to label "seconds" honestly, even if the people cannot tell the difference; unsatisfactory purchases taken back without question and money refunded; welcoming people to the Store without soliciting purchases; and new, fair and agreeable relations established between merchant and customer, with confidence and satisfaction on both sides.

VIVIDLY interesting is the story of the evolution of that great business during the following fifty years. When its growth demanded larger quarters it was moved up to its present site, the corner of Market and Thirteenth Streets, where Philadelphia's first High School had once stood. The ground was at that time occupied by the Pennsylvania Railroad Freight Station. (See pages 24 and 25.)

The "Grand Depot," as the new store was called, was a notable building in its day, but in time proved too small for the mercantile activity that developed within it. In a few years the Store had pushed through to Chestnut Street and by 1883 occupied the whole block from Market to Chestnut, between Thirteenth and Juniper Streets. And by the early nineties it was evident that another and larger building must supplant the Grand Depot.

On February 22, 1902, the first spadeful of earth was turned for the foundations of the present Wanamaker Store—the largest and most beautiful building in the world devoted to retail merchandising. During the ten years required to build, business went on without interruption, one section of the new structure being erected at a time, until the whole was completed and occupied by the end of 1911—the Golden Jubilee Year of the Wanamaker Stores.

(Continued on page 26)



SOME STEPS IN THE GROWTH OF A GREAT RETAIL MERCANTILE ESTABLISHMENT ARE SHOWN IN THESE PICTURES. THE POTENT AND HONORABLE IDEAS AND IDEALS BORN IN OAK HALL MANY YEARS AGO, DEVELOPED IN PIONEER WAYS DURING THE LIFE OF THE "GRAND DEPOT," HAVE COME TO FULL FRUITION IN THE GREAT STORE DEDICATED IN 1911 BY THE PRESIDENT OF THE UNITED STATES

OAK HALL
SIXTH AND MARKET STREETS, 1861



THE GRAND DEPOT
THIRTEENTH AND MARKET STREETS
DEVELOPED FROM THE OLD FREIGHT STATION FIRST UTILIZED BY THE BUSINESS
IN 1876



THE PRESENT WANAMAKER STORE
THIRTEENTH, MARKET, JUNIPER AND CHESTNUT STREETS
COMPLETED IN THE FIFTIETH YEAR OF THE BUSINESS, 1911

One of the most notable events in the history of American retail merchandising was the dedication of the new Wanamaker Store at the close of its Jubilee Year by the President of the United States, William Howard Taft. The scene of the brilliant ceremonies was the Grand Court—illustrated opposite. More than thirty-five thousand invited guests thronged Court and galleries; on a platform erected on the west side of the Court were seated the special guests and speakers, including eminent Federal, State and city officials, foreign ambassadors, representatives of the Army and the Navy, well-known bankers, merchants and professional men, and others distinguished in various capacities. Mayor Blankenburg presided, and Governor Tener introduced the President, who made the dedicatory address. The Wanamaker Chorus of five hundred voices sang two odes whose words and music were written especially for the dedication; the Grand Organ and the various Wanamaker musical organizations—bands and orchestra—furnished other music.

The south end of the Court contains a gallery, above which is the organ loft; the gallery itself is for the use of the Military Band of the Store, and accommodates one hundred musicians. The Grand Organ—largest in the world—is played daily for the pleasure of the hundreds of shoppers and visitors. (9.15 and 11 A. M., and 4.50 or 5.15 P. M.)

THE INNER LIFE OF THE STORE

ONE of the ideals of the Wanamaker business has always been the training of its employes to greater usefulness and self-development, and the organizations accomplishing this are interesting. Two schools, lower and higher—

The John Wanamaker Commercial Institute, and

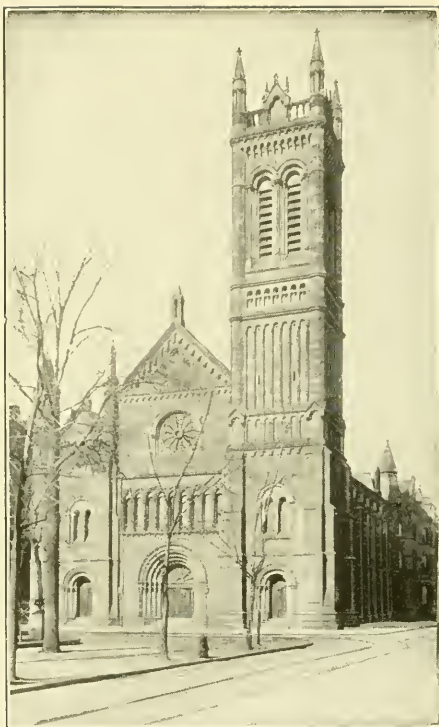
The American University of Trade and Applied Commerce—give the employe a good education in common branches and business courses, with some technical or occupational training, gymnastic work, military drill, and instrumental and vocal music. The younger boys and the girls attend school for several hours each day, and there are also evening classes for those older.

All this training is practically free, the occasional expense for books and items for personal use being small, and no pay being lost for the time spent in school. Many boys and girls grow up in the business, getting their whole higher education while they are earning. Social clubs and entertainments add a healthy note of recreation, and matters of health and hygiene are carefully watched by a competent medical staff, whose services are free.

Interest in music is fostered by singing classes, a military band and a choral society. The military organization of the boys has six companies, forming the "First Regiment, J. W. C. I.," and drilled according to United States Army regulations. Athletic activity among the girls consists chiefly of basket-ball and tennis matches. The Store athletic association—the Meadowbrook Club—has a running track and game courts on the roof of the Store, with shower baths.



The Grand Court in the Wanamaker Store, Philadelphia, showing the Beautiful Façade of the Organ at the South End.



Church of the Holy Trinity, Rittenhouse Square, corner of Nineteenth and Walnut.

PHILADELPHIA CHURCHES

PHILADELPHIA has more than seven hundred churches, representing over forty denominations and societies. Many of these are well worth visiting.

HISTORIC CHURCHES

Old Swedes' (see page 9).

Christ Church (see page 8).

St. Peter's, at Third and Pine Streets.

St. Paul's, Third Street below Walnut.

MODERN CHURCHES

ROMAN CATHOLIC—*The Cathedral of St. Peter and St. Paul*, Logan Square.

St. John the Evangelist, Thirteenth below Market Street.

BAPTIST—*First*, Seventeenth below Chestnut Street.

Fifth, Eighteenth and Spring Garden Streets.

Chestnut Street, Fortieth and Chestnut Streets.

Temple, Broad and Berks Streets.

PRESBYTERIAN—*First*, Seventh and Locust Streets. The first organized in Pennsylvania (1698).

Second, Twenty-first and Walnut Streets, a famous church, the organization dating from 1743. Unusually fine music.

Bethany, Twenty-second and Bainbridge Streets. One of the largest Protestant churches in the city, seating 2000 worshippers. Its Sunday School is generally considered the largest in the world, with John Wanamaker as its Superintendent.

West Arch, Eighteenth and Arch Streets.

Calvary, Locust near Fifteenth Street.

Oxford, Broad and Oxford Streets.

METHODIST EPISCOPAL—*Arch Street*, Broad and Arch Streets.

Grace, Broad and Master Streets.

Spring Garden, Twentieth and Spring Garden Streets.

LUTHERAN—*Holy Communion*, Chestnut above Twenty-first Street.

PROTESTANT EPISCOPAL—*Holy Trinity*, Rittenhouse Square.

St. James's, Twenty-second and Walnut Streets.

St. Mark's, Locust below Sixteenth Street.

St. Clement's, Twentieth and Cherry Streets.

St. Luke's, Thirteenth below Spruce Street.

St. Stephen's, Tenth below Market Street.

INDUSTRIAL PHILADELPHIA

HOW many persons realize the proportion of familiar things in daily use all over the country that were made in Philadelphia? Manufactures here began soon after the arrival of the first settlers, in 1683. The earliest industries were the weaving of linen, paper and woolen goods, and the manufacture of hosiery; and the present prominence of the city as a manufacturing centre is due largely to the intelligence and perseverance of its early settlers and those who followed them. The great variety of its industries is noteworthy, and in its manufactured products Philadelphia is far ahead of any other city in the land. In 1909 the value of its manufacturing output was greater than that of any State outside of the largest six.



*New Building of the Manufacturers' Club
at Broad and Walnut Streets.*

IN value of products Philadelphia holds first place in *hosiery and knit goods, rugs and carpets (other than rag), hats (fur felt), locomotives, dyeing and finishing textiles, street cars, oil-cloth and linoleum, saws, and sporting and athletic goods.*

And second place in *women's clothing, millinery and laces, paper goods, woolen goods, felt goods, wool hats, leather and sugar-refining.*

This is the largest textile manufacturing city in the world. It has the largest lace factory, and some of the largest carpet factories. One carpet, made here about 1791, led Alexander Hamilton to place a tariff on all imported carpets, and this was the beginning of our tariff for protection. The Baldwin Locomotive Works at Broad and Spring Garden Streets, the oldest and largest of its kind, turned out the first successful locomotive, Old Ironsides, in 1832. It produces 8 locomotives a day and employs 19,000 men. Since 1710 this city has led in ship-building. Cramps' Shipyard in Kensington employs 5,000 men and has produced about 430 vessels.



The Chief of the Commercial Museum Buildings, on 34th below Spruce Street.

MUSEUMS THAT ARE WORTH SEEING

COMMERCIAL MUSEUM.—This was founded by the city in 1894 and is one of the most interesting places that the visitor can see. Its object is to increase the interest in and knowledge of the raw materials and finished products of other lands and thereby foster foreign trade in both imports and exports. The nucleus of the permanent collection came from the World's Fair in Chicago, and valuable exhibits have since then been added from the other great expositions and contributed by foreign governments. There are hundreds of cases filled with picturesque and instructive examples of the manufactures, utensils, weapons, etc., of every country in the world. Departments of the work include the Foreign Trade Bureau, Translation Department, and many other helpful activities. It sends to the schools photographs, maps, special exhibits and other material, and school children come regularly to its illustrated lectures.

The buildings may be reached from the center of the city by trolley in the Subway, routes Nos. 11 and 37; and on Walnut Street, routes Nos. 13 and 42, stop at Thirty-fourth Street and walk south about two squares. Open daily from 9 to 5, Sundays from 1 to 5; admission free. Public lectures on Saturday afternoons.

ACADEMY OF NATURAL SCIENCES.—An important institution for research in natural history, with a fine collection of mounted specimens, and frequent public lectures. At Nineteenth and Race Streets; open from 9 to 5, Sundays from 1 to 5.

MUSEUM OF SCIENCE AND ART of the University of Pennsylvania. Beautiful buildings, housing a priceless collection of ancient and modern objects. Open daily, 10 to 5; Sundays from 2 to 6. At Thirty-third and Spruce Streets, near the buildings of the University.

HISTORICAL SOCIETY OF PENNSYLVANIA.—A fine collection of books, paintings and original documents. Thirteenth and Locust Streets. Open daily.

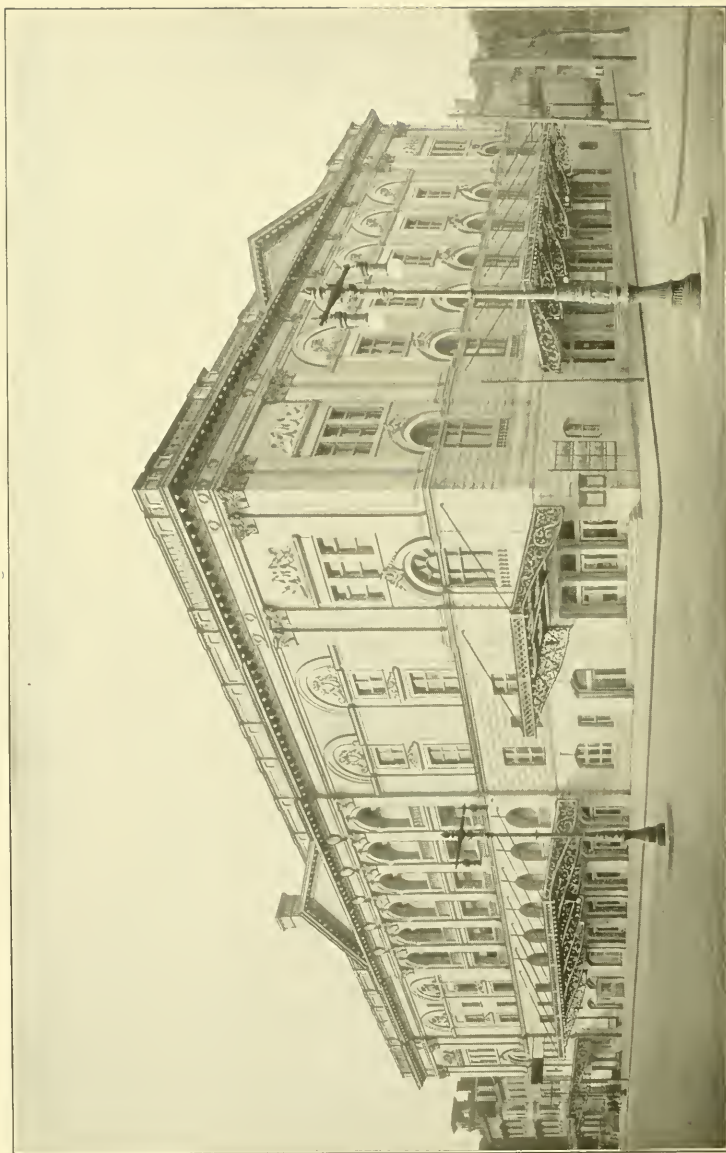
PHILADELPHIA'S ART GALLERIES

MANY of the best works of art in Philadelphia are in private collections, but there are two public galleries of note. In Fairmount Park (see page 38) is Memorial Hall, the home of the art collections of the Pennsylvania Museum and School of Industrial Art. Open Sundays, 1 to 4; Mondays, 12 to 4; other days, 9.30 to 4; in Summer open till 5. These art collections include the famous Wiltach paintings and examples of industrial art from all over the world. The Industrial Art School connected with it is at Broad and Pine.

At Broad and Cherry is the Academy of the Fine Arts, founded in 1805. In addition to a large collection of art treasures, it boasts a school which is considered the best in America. Here have studied such well-known artists as Redfield, Abbey, Maxfield Parrish, Kenyon Cox, Colin Campbell Cooper, Joseph Pennell, Robert Henri, A. B. Frost, Cecilia Beaux, Mary Cassatt, Florence Scovel Shinn, Violet Oakley and Jessie Willecox Smith. There are several special exhibits during the season—miniatures, water colors, and students' work, and, usually beginning in February, a fine general exhibit. Open to the public daily from 9 to 5; Sundays, 1 to 5. Admission is free at all times, except during the Annual Exhibitions of Oil and Sculpture, and of Water Colors; at these times, Sundays and Fridays are free, and on other days a small fee is charged.



Pennsylvania Academy of the Fine Arts, at Broad and Cherry Streets.



*Where Opera-loving Philadelphians Hear the Best Operas, Old and New—the Metropolitan Opera House
at Broad and Poplar Streets.*

OPPORTUNITIES FOR THE LOVER OF MUSIC

SCARCELY a month in the year goes by in Philadelphia without a number of musical events that every music-lover should hear. The old Academy of Music, at Broad and Locust, was for years used for the Metropolitan Opera season, until the building of the magnificent opera house at Broad and Poplar. The Academy is beloved of all Philadelphians, partly because of its associations, partly because it has such incomparable acoustics. Here during the "season" the fine Philadelphia Orchestra has its concerts on Friday afternoon and Saturday evening of each week; here celebrated pianists and singers give their concerts; here eminent lecturers come with their popular courses; and here the singing societies of the city are heard several times a year.

Of pre-eminent interest, both artistically and musically, is the Metropolitan Opera House. Its great auditorium and foyer are nowhere surpassed in beauty and splendor; and the greatest opera singers of the world, in a long series of grand operas each winter, give pleasure to an audience whose wealth and social brilliance are famous.

Like the concerts and lectures at the Academy are those in Witherspoon Hall (Walnut and Juniper), but on a smaller scale; here the University Extension lectures are given, and small recitals and chamber concerts.

Other small auditoriums which offer attractive music are Egyptian Hall and Greek Hall, on the second floor of the Wanamaker Store; there are frequent concerts here, free to the public, and announced always on the Wanamaker advertising pages for the day.



Academy of Music, the Home of the Philadelphia Orchestra.

PHILADELPHIA THEATRES AND OTHER PLACES OF AMUSEMENT

PHILADELPHIA is a particularly good place to go to the theatre in, so most Philadelphians think. There is not that endless array of names in the theatrical advertisements which fairly bewilders a stranger in New York; but there are plenty of excellent theatres in the centre of town, easily accessible, and offering a varied range of the best plays of each season, as well as attractive vaudeville programs. Seats cost from 25 cents to \$2, and there is no "sidewalk speculating" to raise prices for the unwary.

The municipal laws governing the safety of audiences in these places of amusement are very stringent. All the houses have asbestos curtains, many fire escapes, and abundant fire-extinguishing apparatus. The new theatres are built as nearly fireproof as possible, and, in case of a fire, every theatre has so many exits that there is probably not one which could not be emptied inside of five minutes.

The best of the theatres and places of amusement are:

Academy of Music, Broad and Locust Streets. (See page 33.)

Adelphi Theatre, Broad and Cherry Streets.

Broad Street Theatre, 225 South Broad Street, below Locust.

Forrest Theatre, Broad and Sansom Streets.

Garrick Theatre, 1330 Chestnut Street.

Horticultural Hall, Broad Street below Locust, next to the Academy of Music. Concerts, lectures, fairs and flower-shows.

Lyric Theatre, Broad and Cherry Streets.

Metropolitan Opera House, Broad and Poplar Streets. (See page 32.)

Walnut Street Theatre, Ninth and Walnut Streets.

VAUDEVILLE THEATRES

Keith's, Chestnut Street between Eleventh and Twelfth Streets.

Empire Theatre, Broad Street and Fairmount Avenue.

William Penn Theatre, Fairmount and Lancaster Avenues.

Nixon, Fifty-second Street below Market.

Palace, 1212 Market Street.

OTHER PLACES OF AMUSEMENT

Willow Grove Park, open during the summer, Philadelphia's most attractive and best managed pleasure resort. (See page 39.)

Woodside Park, in Fairmount Park. (See page 38.)

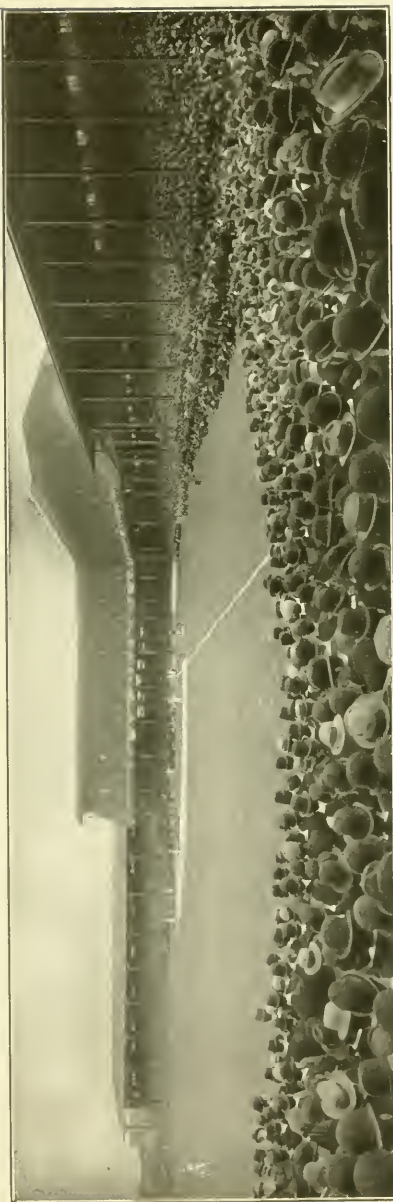
Franklin Field, the University of Pennsylvania athletic grounds, at Thirty-third and Spruce Streets, in West Philadelphia. Here on Saturday afternoons in the spring there are inter-collegiate baseball games, which are well worth seeing. Inter-collegiate football continues in the fall until late November, the long series of games between "Penn" and other colleges ending with the famous Army-Navy game after Thanksgiving. Reached by Walnut Street cars.

Shibe Park, Twenty-first Street and Lehigh Avenue. American League baseball. The home of the Philadelphia "Athletics," and one of the three or four largest ball grounds in the country. It seats 23,000 people. Games from April until October. Reached by many of the north-bound trolley cars running from the centre of the city.

National League Ball Park, Fifteenth and Huntingdon Streets. Games by the "Philadelphia" team throughout the baseball season. Reached by either the Thirteenth or the Sixteenth Street cars.

Horse Shows, in the fall, at Devon (45 minutes out) and Bryn Mawr (30 minutes) on the "Main Line" of the Pennsylvania Railroad, and at St. Martin's, Chestnut Hill (35 minutes on the Pennsylvania Railroad). At these shows may be seen some of the finest horses in the country, the best riding and driving events, and many well-known members of Philadelphia "society."

Point Breeze Park, at the southern tip of the city, reached by the Fifteenth Street cars. A pleasure park open to the public during the summer. Motorcycle races and other amusements.



Shibe Park, at Twenty-first Street and Lehigh Avenue, where the "Athletics" play ball.

MASONIC TEMPLE

Northeast Corner of Broad and Filbert Streets



The Masonic Temple is of pure Norman architecture. It rises 95 feet from the pavement, and the massive granite tower, 250 feet high, finishes an imposing façade. The building is magnificently furnished, and is a fine example of the progressive spirit of this great order.



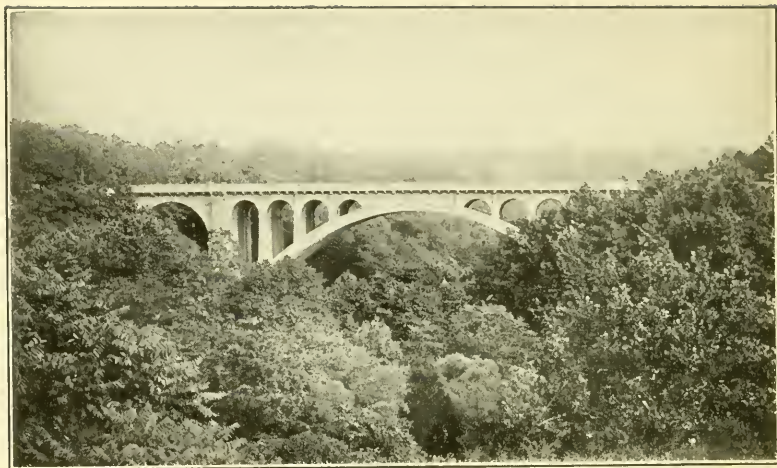
An interesting "telephotographic" view of the City, taken from Belmont in Fairmount Park—City Hall and the Wanamaker Store in the distance.

PARKS AND PLEASURE GROUNDS

PHILADELPHIA has, within its limits and quite near the centre of the city, one of the largest and most wonderful parks in the world, used constantly by the people and kept up perfectly. Fairmount Park may be reached by numerous car routes; and the Park trolley line, starting from the Dauphin Street entrance, travels nearly ten miles within Park bounds.

In its several divisions—the Old Park, East Park, West Park and the Wissahickon—Fairmount extends along both sides of the Schuylkill River as far as the Wissahickon, thence following this stream up through the Germantown and Chestnut Hill districts. It contains over 3,000 acres, and is undoubtedly the most beautiful pleasure ground in the world.

Among the many interesting sights in the Old Park are the Washington Monument, erected by the Society of the Cincinnati; the City Water Works on the site originally called "Faire Mount"; the statue to Lincoln; and Lemon Hill, where stands the country house of Robert Morris. The East Park is the romantic and picturesque part of the Park. On its eastern edge is Strawberry Hill, the terminus of several lines of cars. Strawberry Mansion is an old-fashioned country house overlooking the river. On its broad piazzas light refreshments are served, and there are public croquet and playgrounds. In Summer there are open-air concerts daily by a good band, as there are also at Lemon Hill below.



Walnut Lane Bridge over the Wissahickon—a Remarkable Engineering Feat.

By taking the Park trolley the visitor reaches the West Park across the Schuylkill. At the northern end is Woodside Park, a popular amusement resort, and the southeast angle is occupied by the Zoological Garden. This is a place well worth seeing, and has particular charm for children; it is open daily from 9 a. m. until sunset. In the main portion of the West Park the Centennial Exposition was held in 1876. Some of the buildings remain, among them Memorial Hall (see page 31) and Horticultural Hall, containing a very fine conservatory.



Washington Monument at the Green Street Entrance to Fairmount Park.

Wild and charming are the thickly wooded hills of Wissahickon Park, the farthest portion of the Fairmount Park grounds. A lovely road winds for miles beside the little Wissahickon—a favorite route of pedestrians—and there are several interesting spots to visit, with their due share of legends.



He who explores the Wissahickon Valley will find many lovely spots like this.

WILLOW GROVE.—Travelers who are here in Summer will wish to go out to Willow Grove Park, a favorite and well-managed pleasure resort. It may be reached by the Reading Railroad, the Route 55 cars on Eleventh Street, or (in Summer) the Route 24 cars on Sixteenth Street. There are places to dine, moving pictures, scenic railways, a lake with boats, and an open-air auditorium seating many thousands, where afternoon and evening concerts are given by Damrosch's and Victor Herbert's orchestras and Sousa's and other bands.

SHORT TRIPS OUT OF TOWN

INTERESTING places in the neighborhood of Philadelphia may be reached by trains from Broad Street Station, Reading Terminal Station, and Camden, by trolley cars, electric trains, sight-seeing "autos," and boats.

Pennsylvania Railroad trains from Broad Street Station cover most of the country west and southwest, touching the following points: Germantown and Chestnut Hill; the towns along the "Main Line" to Pittsburgh; towns in the direction of Media, Swarthmore and West Chester; and Wilmington, Baltimore and Washington. There is fine express service to New York, and to seaside resorts. The Pennsylvania and Reading trains go to Germantown and Chestnut Hill, and to Pottstown and Reading on the northwest; to a large group of suburbs directly north; to New York; and to seaside places. Baltimore and Ohio trains (station on Chestnut Street at Twenty-fourth Street) touch many points in Delaware.

Of these places the visitor will wish to see some of the famous spots in Germantown and Chestnut Hill, reached by either the Pennsylvania or the Reading lines, or by the trolleys on Fifth, Seventh, Eleventh, Thirteenth or Sixteenth Streets. Along the "Main Line," with its unexcelled train service, are many charming towns where may be seen the famous and beautiful homes of prominent Philadelphians, and also three well-known colleges—Haverford, Bryn Mawr and Villa Nova. The Media line extends southwest, taking in a series of pretty suburbs. Paralleling the Delaware River for several miles southward are the Pennsylvania and the Baltimore and Ohio railroads to Baltimore and Washington.

On the Reading main line is the historic village of Valley Forge, about an hour from Philadelphia. The chief spots of interest here are within a five-hundred-acre reservation. Visitors will see:

WASHINGTON MEMORIAL CHAPEL
MONUMENT TO THE UNKNOWN

DEAD

CLOISTER OF THE COLONIES

WASHINGTON'S HEADQUARTERS

VALLEY FORGE MUSEUM

WATERMAN MONUMENT

WAYNE MONUMENT

EARTHWORKS

CAMP SCHOOL

VIEW FROM OBSERVATORY ON

Mt. Joy

There are inns where meals are served, and good accommodations for those who come with automobiles. More interesting than the trip by train is the route taken by the various sight-seeing automobiles that go to Valley Forge. These may be found at any hour of the day in front of Keith's Theatre (Chestnut Street above Eleventh), the Real Estate Trust Building (Broad and Chestnut Streets), the Little Hotel Wilmot (South Penn Square), and on Market Street at Ninth. The fare for out-of-town tours is usually \$2 or \$2.50; for the "Seeing Philadelphia" trip, \$1.

Towns on the Pennsylvania "Main Line" may be reached by the Pennsylvania Railroad, and by the Philadelphia and Western electric trains, which start from the Sixty-ninth Street Station, reached by the Elevated.

Some trains turn at Villa Nova and go across to Norristown, and by the "Liberty Bell Train" one may go all the way to Allentown and thence by trolley to the Delaware Water Gap.

Steamers from the Chestnut Street Wharf go up the Delaware to Bristol and Trenton, and down to Wilmington (Wilson Line). Many interesting places are passed.

One of the most memorable points in the city for the visitor to go to is the Philadelphia Navy Yard, the largest in the United States. It is situated on League Island, below the city, at the junction of the Delaware and Schuylkill Rivers, and is reached by trolley car or sight-seeing automobile from the Little Hotel Wilmot. By automobile the visitor can drive inside the Yard. There are ten miles of driveway within the gates, and a complete sight-seeing trip includes a tour of the Yard, with its battleships, cruisers, gunboats, monitors and submarines; drydocks, warehouses and monster cranes; Delaware River front, wharves and docks and reserve basin; officers' cottages, marine barracks, gun shops, and a visit to any warship that may be stationed at the Yard.

SHORE AND MOUNTAIN RESORTS

Perhaps no other city in the United States has so many notable pleasure resorts within easy reach as has Philadelphia. The famous New Jersey coast places are only an hour or two away, and both the Pennsylvania and the Reading systems provide frequent and quick service. A convenient point of departure is Camden, a town directly across the Delaware River from Philadelphia, and reached by ferries at the foot of Market and Chestnut streets. From here the trains of both railroads, as well as electric trains, go to various shore resorts.

Visitors will wish to see some of these places:

Atlantic City	Ocean City	Ocean Grove
Cape May	Beach Haven	Asbury Park
Wildwood	Seaside Park	Long Branch
Sea Isle City	Spring Lake	

Of these Atlantic City is, of course, the most notable, the "Boardwalk" being—at the height of the Easter or the summer season—so crowded, fashionable and vivacious as to constitute a sight which few travelers care to miss. Among the celebrated hotels here are the Marlborough-Blenheim, the Traymore, the Chalfonte, the Dennis, Haddon Hall, and the Shelburne, with its famous French Grill.

There are scores of shops of myriad varieties, theatres, amusement piers, orchestra concerts, and hosts of such features to keep the visitor entertained; and the bathing is probably the finest in the world.

The Pocono mountain region, a few hours from Philadelphia, is also well worth visiting, the following being the principal resorts:

Delaware Water Gap	Mauch Chunk
Stroudsburg	Pocono

STREETS NORTH AND SOUTH OF MARKET

occur in the following order; and house numbers on the streets running north and south go by hundreds as indicated:

NORTH OF MARKET

- 1—Market, Filbert.
- 100—Arch, Cherry.
- 200—Race.
- 300—Vine, Wood.
- 400—Callowhill, Willow, Noble,
Hamilton.
- 500—Buttonwood, Spring Garden.
- 600—Green, Mt. Vernon, Wal-
lace, Melon.
- 700—Fairmount Avenue, Olive.
- 800—Brown, Parrish, Ogden.
- 900—Poplar, Laurel, George.
- 1200—Girard Avenue, Stiles.
- 1300—Thompson, Seybert.
- 1400—Master, Sharswood.
- 1500—Jefferson.
- 1600—Oxford.
- 1700—Columbia Avenue.
- 1800—Montgomery Avenue.
- 1900—Berks.
- 2000—Norris.
- 2100—Diamond.
- 2200—Susquehanna Avenue.
- 2300—Dauphin.
- 2400—York.
- 2500—Cumberland.
- 2600—Huntingdon.
- 2700—Lehigh Avenue.
- 2800—Somerset.
- 2900—Cambria.
- 3000—Indiana.
- 3100—Clearfield.
- 3200—Allegheny Avenue.
- 3300—Westmoreland.
- 3400—Ontario.
- 3500—Tioga.
- 3600—Venango.
- 3700—Erie Avenue.

SOUTH OF MARKET

- 1—Market, Ludlow.
- 100—Chestnut, Sansom, Dock.
- 200—Walnut, Locust.
- 300—Spruce, De Lancey.
- 400—Pine.
- 500—Lombard, Gaskill.
- 600—South, Kater.
- 700—Bainbridge, Monroe, Fitz-
water.
- 800—Catharine.
- 900—Christian.
- 1000—Carpenter.
- 1100—Washington Avenue, Ells-
worth.
- 1200—Federal.
- 1300—Wharton.
- 1400—Reed.
- 1500—Dickinson, Greenwich.
- 1600—Tasker.
- 1700—Morris, Watkins.
- 1800—Moore, Siegel.
- 1900—Mifflin.
- 2000—McKean.
- 2100—Snyder Avenue.
- 2200—Jackson.
- 2300—Wolf.
- 2400—Ritner.
- 2500—Porter.
- 2600—Shunk.
- 2700—Oregon Avenue.
- 2800—Johnston.
- 2900—Bigler.
- 3000—Pollock.
- 3100—Packer.
- 3200—Curtin.
- 3300—Geary.
- 3400—Hartranft.
- 3500—Hoyt.

FOUR MILLION PEOPLE IN PHILADELPHIA IN 1950

INDICATED BY STATISTICS COMPILED BY A NOTED AUTHORITY

The maps, statistical tables, facts and figures printed on this and the four pages following demonstrate the remarkable rate of growth in the population of Philadelphia in the past, and forecast its probable growth in the future. They have been compiled by Dr. Joseph Caccavajo, a consulting engineer of note, and recognized as a high authority on population and city statistics.

SIGNIFICANT AND INTERESTING FACTS

Philadelphia is now the third largest city in the United States and the ninth largest in the world. It was founded as a city by William Penn in 1683.

Philadelphia today exceeds the combined population of seven states: Arizona, Delaware, Idaho, Montana, Nevada, New Mexico and Wyoming. The total area of these states is over 675,000 square miles.

Philadelphia has an area of 129½ square miles, greater than the combined areas of Boston, Cleveland and Baltimore.

The area within the city limits exceeds the combined areas of Albany, Bridgeport, Columbus, Camden, Hoboken, Jersey City, Paterson, Trenton, Lawrence, Lowell, Richmond, Savannah and Syracuse.

Philadelphia is increasing in population at the rate of 30,000 a year, approximately 82 persons each 24 hours, or 575 each week.

There is a birth every 12 minutes, a death every 20 minutes, and a marriage every 40 minutes, within the city limits.

Philadelphia is one of the leading manufacturing cities of the world. With but one-sixtieth of the population, one-twenty-seventh of all the goods produced in the United States are made in Philadelphia.

Philadelphia is pre-eminent in the production of textiles, carpets and rugs, hosiery and knit goods, locomotives, street railway cars, iron and steel ship building, felt hats, saws, upholstery goods, oilcloth and many other manufactured articles.

The total value of manufactured goods was nearly \$800,000,000 in 1909 (U. S. census), and greatly exceeds these figures today. More than 300,000 persons are employed in manufacturing plants. Salaries and wages approximate \$170,000,000 per annum. Capital invested, \$700,000,000.

The 8379 Philadelphia establishments manufactured 211 of the 264 articles covered by the census classifications, indicating the great diversity of the industrial activities of the city.

With but one-third of the population of New York City, Philadelphia has nearly half as many skilled wage-earners; and with less than three-quarters of the population of Chicago, has nearly as many employed in manufacturing industries.

Only six states, including Pennsylvania, have a greater number of skilled wage-earners, or manufacture products of greater value, than the city of Philadelphia.

Philadelphia has almost as many manufacturing plants as the whole State of New Jersey, and the combined values of the manufactured products of seventeen states do not equal those of Philadelphia.

With 30 miles of available water front, unexcelled rail and water transportation to all parts of the United States and the world, cheap fuel, unlimited supply of skilled labor, favorable housing for employes, excellent banking and financial facilities, and with nearly 30 per cent. of the population and 40 per cent. of the wealth of the entire country within 250 miles of the city, Philadelphia offers exceptional advantages to manufacturers, not only in the securing and handling of raw material, but also for the economical distribution of finished products.

The city has planned extensions of its rapid transit facilities which will bring all parts of the city within a comparatively few minutes of the business and manufacturing centres.

With all of its present industrial activity, Philadelphia is much less than 50 per cent. developed. There is plenty of room within the city limits to meet the demands for many years, in spite of the fact that Philadelphia has some 400,000 buildings—more buildings than any city in the United States.

New York City, in all of its five boroughs, has fewer than 150,000 one-family houses. Philadelphia has more than 350,000 dwellings.

In New York 3,686,935 people live in apartment houses and tenements. In Philadelphia practically every family has a separate dwelling. Philadelphia can truthfully be called the "City of Homes."

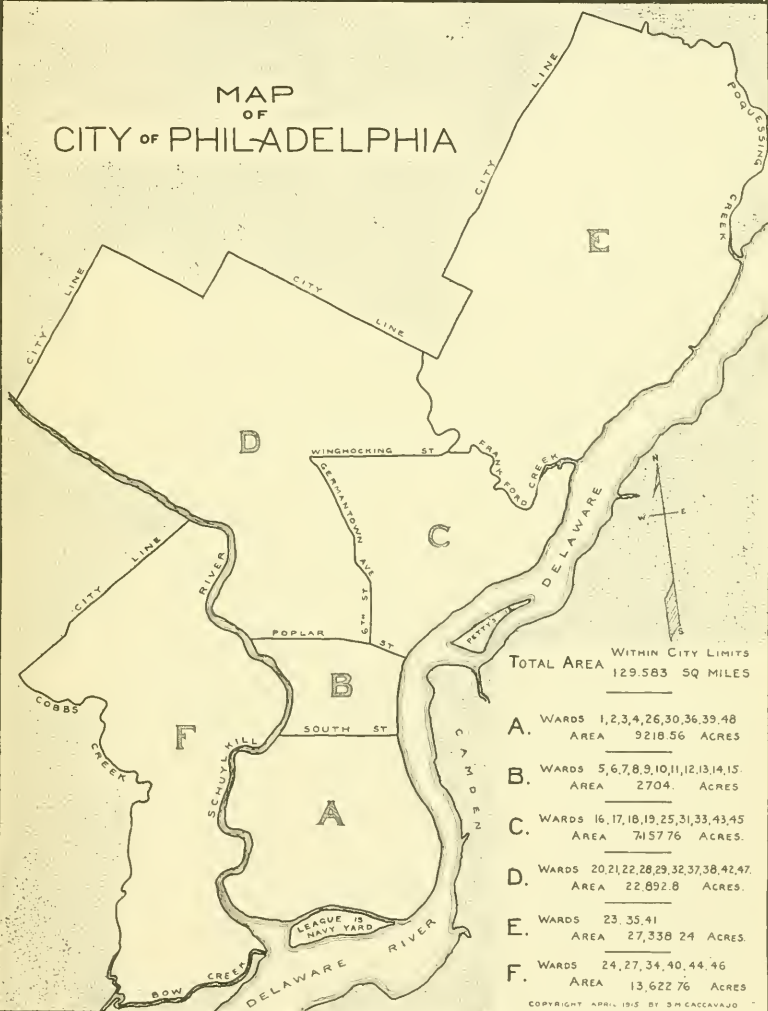
POPULATION OF PENNSYLVANIA

1860.....	2,906,215	1890... ..	5,258,113
1870.....	3,521,951	1900.	6,302,115
1880.....	4,282,891	1910.....	7,665,111

POPULATION OF COLONIAL PHILADELPHIA

1683.....	500	1760.....	18,756
1700.....	4,500	1769.....	28,042
1753.....	14,563	1777.....	21,769

MAP OF CITY OF PHILADELPHIA



TOTAL AREA WITHIN CITY LIMITS
129.583 SQ MILES

- A. WARDS 1,2,3,4,26,30,36,39,48
AREA 9218.56 ACRES
- B. WARDS 5,6,7,8,9,10,11,12,13,14,15
AREA 2704 ACRES
- C. WARDS 16,17,18,19,25,31,33,43,45
AREA 74157.76 ACRES
- D. WARDS 20,21,22,28,29,32,37,38,42,47
AREA 22,892.8 ACRES
- E. WARDS 23,35,41
AREA 27,338.24 ACRES
- F. WARDS 24,27,34,40,44,46
AREA 13,622.76 ACRES

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Sectional Map of Philadelphia, for reference in connection with the Statistical Tables on the two pages following. Compare them with this map for an idea of the way Philadelphia grows.

YEAR	SECTION A			SECTION B			SECTION C		
	ORIGINAL WARDS 1, 2, 3, 4.			ORIGINAL WARDS & PRESENT WARDS			ORIGINAL WARDS 16, 17, 18, 19.		
	PRESENT WARDS 1, 2, 3, 4, 26, 30, 36, 39, 48.			PRESENT WARDS 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15.			PRESENT WARDS 16, 17, 18, 19, 25, 31, 33, 43, 45.		
1860-1910 U.S. CENSUS 1920-1930 ESTIMATED	POPULATION	% INCREASE	POP. PER ACRE	POPULATION	% INCREASE	POP. PER ACRE	POPULATION	% INCREASE	POP. PER ACRE
1860	103,399	11	247,512	92	102,600	14
1870	132,641	30	14	241,850	-2	90	130,848	8	18
1880	172,944	30	19	229,330	-5	85	178,914	37	25
1890	218,506	26	23	222,642	-3	82	223,432	25	31
1900	282,057	30	30	208,628	-6	77	268,849	20	38
1910	336,134	19	36	202,557	-3	75	307,712	14	43
1920	403,000	20	44	192,000	-5	71	348,000	13	48
1930	478,000	18	52	173,000	-7	64	394,000	13	55
1940	560,000	17	61	161,000	-7	60	441,000	12	62
1950	650,000	16	70	145,000	-9	53	490,000	11	70
YEAR	SECTION D			SECTION E			SECTION F		
	ORIGINAL WARDS 20, 21, 22.			ORIGINAL WARD 23.			ORIGINAL WARD 24.		
	PRESENT WARDS 20, 21, 22, 28, 29, 32, 37, 38, 42, 47.			PRESENT WARDS 23, 35, 41.			PRESENT WARDS 24, 27, 34, 40, 44, 46.		
1860-1910 U.S. CENSUS 1920-1930 ESTIMATED	POPULATION	% INCREASE	POP. PER ACRE	POPULATION	% INCREASE	POP. PER ACRE	POPULATION	% INCREASE	POP. PER ACRE
1860	64,295	3	23,985	1	23,738	2
1870	103,478	61	5	20,888	-13	1	44,317	87	3
1880	169,934	64	7	26,644	28	1	69,404	57	5
1890	247,908	46	11	35,294	32	1	99,182	43	7
1900	339,564	37	15	46,051	30	1	148,548	50	11
1910	396,420	17	17	58,257	26	2	247,928	67	19
1920	481,000	21	21	110,000	90	4	400,000	60	29
1930	592,000	23	27	270,000	150	10	540,000	35	40
1940	740,000	25	32	543,000	100	20	700,000	30	51
1950	958,000	29	42	871,000	60	32	886,000	26	65

PHILADELPHIA

48 WARDS AS AT PRESENT

YEAR	POPULATION	INCREASE	% INC.	POP. PER ACRE	YEAR	POPULATION	INCREASE	% INC.	POP. PER ACRE
1790	54,391	1880	847,170	173,148	26	10
1800	81,009	26,618	49	1	1890	1,046,964	199,794	24	13
1810	111,210	30,201	37	1	1900	1,293,697	246,733	24	16
1820	137,087	25,877	23	1	1910	1,549,008	255,311	20	19
1830	188,797	51,710	38	2	1915	1,700,000	20
1840	258,037	69,240	37	3	1920	1,934,000	384,992	25	23
1850	408,462	150,425	58	5	1930	2,447,000	513,000	26	30
1860	565,529	157,067	38	7	1940	3,145,000	698,000	28	38
1870	674,022	108,493	19	8	1950	4,000,000	855,000	27	48

THESE WERE DONE FIRST IN PHILADELPHIA

The first pleasure grounds in the country were laid out in 1681.

The first medical school was established here in 1751.

The first hospital, the Pennsylvania, was started in 1751.

The first piano in the country was made in Philadelphia in 1775.

The first law school in the country was opened in this city in 1790.

The first High School in the country once stood on a portion of the site now occupied by the Wanamaker Store.

The first bank in the country was the Bank of Pennsylvania, in operation from 1780 to 1784. The oldest bank now in existence is also here—the Bank of North America, chartered in December, 1781.

The first water works in the country were in Center Square, now called Penn Square.

The Wanamaker Store was the first store to

Install 2000 telephones as part of the store service.

Inaugurate the Saturday half-holiday.

Inaugurate the Saturday whole-holiday in summer with no loss to employees of vacation or pay.

Use pneumatic cash-carrying tubes.

Install electric lights.

Install Marconi wireless service.

Have general free delivery by mail, express or freight.

HOW TO GET CABS AND TAXICABS

Cabs may be found at the railroad stations. Telephone, Spruce 4736 (Broad Street), Preston 4550 (West Philadelphia), Tioga 4780 (North Philadelphia), or Filbert 2420 (Reading Terminal).

For taxicabs—Quaker City Cab Company.—Telephone, Filbert 2500. Rates: for four persons or fewer, first half-mile or fraction, 50 cents; each additional quarter-mile, 10 cents; each three minutes of waiting, 10 cents; each additional passenger over four, 20 cents.

American Taxicab Company.—Telephone, Spruce 3140. Rates: first half-mile or fraction, 50 cents; each additional quarter-mile, 10 cents; each three minutes of waiting, 10 cents. Taxicabs, per hour, \$2.50 and \$4. Landauettes, limousines and touring cars—one to four persons—per hour, \$4. Small touring cars, per hour, \$3. Ford cars, per hour, \$2.50. Large touring cars or large limousines—six passengers—\$5. Special rates for waiting.

Pennsylvania Taximeter Cab Company.—Telephone, Locust 2873. Rates: for four persons or fewer, first mile, 70 cents; each additional mile, 40 cents; each three minutes of waiting, 10 cents; each hour of waiting, \$2. Five-passenger touring cars, \$4 an hour. Seven-passenger cars, limousine or landauette, \$5. Special rates for day, week or month.

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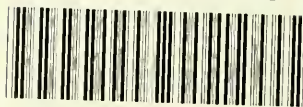
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